

# Integrated Physical Activity, Nutrition and Tobacco Control Activities/Strategies Guide

## **1. Community Based Physical Activity and Nutrition Programs**

- *Develop a health campaign incorporating physical activity, healthy eating habits, and non-tobacco use.*
  - Incorporate a recurring message, which stresses the compounding effect of poor healthy choices.
    - Increase public awareness of compounding effects of healthy behaviors (Obesity, inactivity, poor nutritional choices, tobacco use)
  - Promote a personal positive theme for the community.
    - Promote the same message within all program aspects of the campaign.
    - Avoid negative messages,
    - Keep the message simple. Explain why it is important to health and not just to physical appearance to work on these healthy behaviors.
  - Link the message with traditional and non-traditional community programs.
    - Utilize already developed programs in the community such as recreation, senior citizen programming, worksite wellness programs, school programs, etc.
  - Offer social support interventions with personal and team competitions within the programs.
- *Worksite Wellness: Incorporate chronic disease prevention, education and policy development into programming.*
  - Meet with business leaders/employers to discuss the effect of wellness programs on employee health, productivity, and potential insurance costs.
  - Provide a positive health messages into employee programming.
  - Encourage worksite policy development.
    - Worksite policy for discount of local fitness membership for employees.
    - Comprehensive tobacco free worksite policy.
    - Offer healthy food choices at worksite cafeteria and vending.
  - Point of decision prompts within the worksite.
  - Print regular “healthy” news in employee newsletters.
  - Connect employees with social support interventions in the community.
  - Offer training and education on development on of personal fitness and health program.
  - Promote and encourage use of the Kansas Tobacco Quitline (1-866-KAN-STOP).
- *Incorporate physical activity, nutrition and tobacco control messages into other health department programs such as WIC, Healthy Home Visitors, Child Care Licensing, and Maternal and Child Health Services.*
- *Promote physical activity, nutrition and tobacco control messages through earned media activities. Examples include paycheck stuffers, utility bill stuffers, employee’s newsletters, church bulletins, marquee messages, letters to the editors, and PSA’s.*

- *Train health care providers to adopt office protocols to encourage physical activity and nutrition with their patients while also screening for tobacco use.*
  - Offer educational training and/or material to physicians to allow them to feel comfortable discussing basic exercise prescription with their patients.
  - Provide resources for physicians to quickly refer patients to local fitness and wellness programs, discuss development of personal exercise programs.
  - Educate health care providers about providing low cost exercise physical activity equipment to home bound patients. For example, pedometers, exercise bands, home heart rate measurement devices, which can also include the Kansas Tobacco Quitline (1-866-KAN-STOP) toll free telephone number.
  - Encourage health care providers to adopt tobacco provider reminder systems and encourage the use of the Kansas Tobacco Quitline Fax Referral.
- *Provide point of decision prompts in the community.*
  - Signs on walking trails, which incorporate activity, nutrition, Kansas Tobacco Quitline (1-866-KAN-STOP) and tobacco control messages.
  - Point reminders at elevator entries and escalators encouraging stair use.
  - Free maps of walking “trails” on city streets or in city malls.
- *Provide point of decision nutrition prompts in the community.*
  - Signs within grocery stores highlighting healthy choices.
  - Visual signs near vending machines promoting healthy choices.
- *Promote local news stories on physical activity, nutrition and tobacco control.*
  - Press releases on current nutritional stories or successes.
  - Promote positive business providing “healthy” business practices (catch business being good!).
    - Worksite exercise programs
    - Tobacco free environments
    - Healthy snack program in worksite cafeteria
- *Develop a media campaign to increase attention of healthy behaviors.*
  - Campaigns are conducted over long periods of time and employ brief, recurring messages to inform and motivate.
  - Increase public awareness of compounding effects of healthy behaviors
    - Obesity, inactivity, poor nutritional choices, tobacco use
- Educational Programs for community leaders on the effect of city design on physical activity
  - Creation of or enhanced access to places for physical activity.
  - Crosswalk and bike path development.
  - Encourage handicapped accessibility to all public physical activity areas.
  - Development of community gardens.
  - Building public trails and walkways – while encouraging green growth development to attract visitors to the areas.
  - Tobacco free parks and ball fields to attract family use

- Effects of wellness activities on personal and community health and economic effects on business.

#### Useful Websites:

##### **America on the Move**

America on the Move is a national initiative dedicated to helping individuals and communities across our nation make positive changes to improve health and quality of life.

<http://www.americaonthemove.org/>

##### **Cardio Vision 2020 – I Participate!**

Cardio Vision 2020 is a community health initiative whose goal is to promote a smoke-free environment, heart-healthy nutrition habits, and a physically active lifestyle for all children and adults living in Olmsted County. <http://www.cardiovision2020.org/>

##### **\*5-A-Day Coordinator's Page**

This site includes a collection of program descriptions and success stories from the coordinators of 5 A Day programs. <http://www.cdc.gov/nccdphp/dnpa/5ADay/coordinators/index.htm>

##### **Get Fit Kansas**

This is a four month competition that encourages Kansans to develop healthy activity and eating habits. Kansans are encouraged to form teams of up to ten people and then go the distance!

<http://www.getfitkansas.org/index.sp>

##### **Hearts N' Parks**

Hearts N' Parks is a national, community-based program supported by the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health and the National Recreation and Park Association (NRPA).

[http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt\\_n\\_pk/index.htm](http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm)

##### **National Center for Bicycling and Walking**

The National Center for Bicycling & Walking (NCBW) is the major program of the Bicycle Federation of America, Inc. Their mission is to create bicycle-friendly and walkable communities. <http://www.bikewalk.org/>

##### **1% or Less Campaigns**

The 1% Or Less campaign is a health-education program that aims to reduce the total and saturated fat consumption of communities by encouraging adults and children over 2 years to switch from drinking whole or 2% milk to 1% or fat-free (skim) milk.

<http://www.cspinet.org/nutrition/1less.htm>

##### **Pedestrian and Bicycle Information Center**

This site provides online resources to help community planners, advocates, health officials, and others create safe places for walking and bicycling. This site also has an image library and information about Walk to School Day. <http://www.walkinginfo.org/>

## **Physical Activity for Everyone**

Energize Your Life! Do physical activity for enjoyment and watch the health benefits follow!

<http://www.cdc.gov/nccdphp/dnpa/physical/index.htm>

## **2. School Based Physical Activity and Nutrition Programs**

- *Use school curriculum, which is research based and shown to work. Curriculum should be sequential and cover K-12. Train teaching staff to use the techniques. Incorporate peer-to-peer instruction in the classroom and activities.*
- *Partner with Coordinated School Health Program/School Health Councils.*
  - Plan for policy development and enforcement of any new policies.
  - Curriculum development.
  - Teacher education.
  - Staff wellness – role modeling of healthy behaviors.
- *Family Involvement*
  - Host activities and provide an environment, which encourages parents/guardians to be active with their children and model healthy behaviors, including remaining tobacco free.
- *Develop a central health theme for the school and the community.*
  - Involve community members with the process.
    - Recreation staff, local health coalition members, health department
  - Students, staff, and parents/guardian, community members all receive the same message
- *Educate policy makers within school districts on the importance of health on overall education outcomes.*
  - Share the importance of proper nutrition and physical activity on student test scores.
  - Positive role modeling of staff and community members of healthy behaviors and its effect on student health choices.
  - Policy development to promote long-term change in school and community.
  - Enforcement of current health policies, including tobacco.
- *Access to school recreation and physical activity after school hours.*
  - Work with school administration and policy makers to provide for student and family access to gyms after school hours.

### **Useful Websites:**

CDC's Division of Adolescent and School Health (DASH)

This website includes school health programs, including the School Health Index; data and statistics related to youth; and tools and programs to implement.

<http://www.cdc.gov/HealthyYouth/index.htm>

## **CSPI School Foods Tool Kit – A Guide to Improving Foods & Beverages.**

<http://www.cspinet.org/schoolfoodkit/>

### **P.E. 4 Life**

PE4life inspires active, healthy living by advancing the development of quality, daily physical education programs for all children. <http://www.pe4life.org/>

### **Walk to School Day**

International Walk to School Day. <http://www.walktoschool.org/>

### **We Can! A Parent Handbook**

Learn practical tips to help your family find the right balance of eating well and being physically active to maintain a healthy weight.

[http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan\\_mats/parent\\_hb\\_en.htm](http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan_mats/parent_hb_en.htm)

## **3. Eliminate Disparities**

- *Advocate for funding interventions targeted towards high-risk populations.*
  - Assure that program materials are culturally relevant for high-risk groups.
- *Focus on the key points of influence in disparity populations.*
  - Rural, Disabled, Low-Income

## **4. Building Community Capacity for Physical Activity**

### **Community Tool Box**

The goal of this website is to support your work in promoting community health and development. The Tool Box provides over 6,000 pages of practical skill-building information on over 250 different topics. Topic sections include step-by-step instruction, examples, checklists, and related resources. <http://ctb.ku.edu/>

### **The Guide to Community Preventive Services.**

Systematic reviews and evidence based recommendations for different health and environmental problems. An important place to start on any community initiative.

[www.thecommunityguide.org](http://www.thecommunityguide.org)

### **Step up & Step Out for Children**

This is an implementation guide developed as part of the Kansas LEAN School Health Project. It is a collection of suggestions intended to assist school and community leaders in developing effective partnerships to promote and support the development of health behaviors in children.

<http://www.kdheks.gov/lean/resources.html>